PATENT

MS158283.02

CERTIFICATE OF PACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or RECEIVED enclosed) is being fixed to 703-872-9306 on the date shown below to Mail Stop Amendment CENTRAL FAX CENTER Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: 7-13-04

Himanshu S. Amin

JUL 1 3 2004

OFFICIAL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In repatent application of:

Applicant(s): Eric J. Horvitz, et al.

10/686,198

Filing Date: October 15, 2003

Serial No:

Chanda L. Harris Examiner:

Art Unit: 3714

Title: METHODS AND APPARATUS FOR PREDICTING AND SELECTIVELY

COLLECTING PREFERENCES BASED ON PERSONALITY DIAGNOSIS

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION DATED APRIL 13, 2004

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments below.

[MSFTP293USA], for additional claims.

PAGE 1/10" RCVD AT 7/13/2004 3:46:31 PM [Eastern Daylight Time] "SVR:USPTO-EFXRF-1/5" DNIS:2726306" CSID:216 696 8731 "DURATION (min-35):02-60 The Commissioner is authorized to charge \$112.00 to Deposit Account No.50-1063

10/686,198

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CONCLUSION

The present application is believed to be in condition for allowance in view of the above comments and amendments. A prompt action to such end is earnestly solicited.

In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063.

Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number below.

Respectfully submitted,

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